



Scoring Big – Traffic Safety and Sports



OHSP's experience with the
All-Star Game, NASCAR, and
Super Bowl XL

Safety Belts and Drunk Driving

- Influence behavior through periodic, high-profile enforcement
- Click It or Ticket
- You Drink & Drive. You Lose.

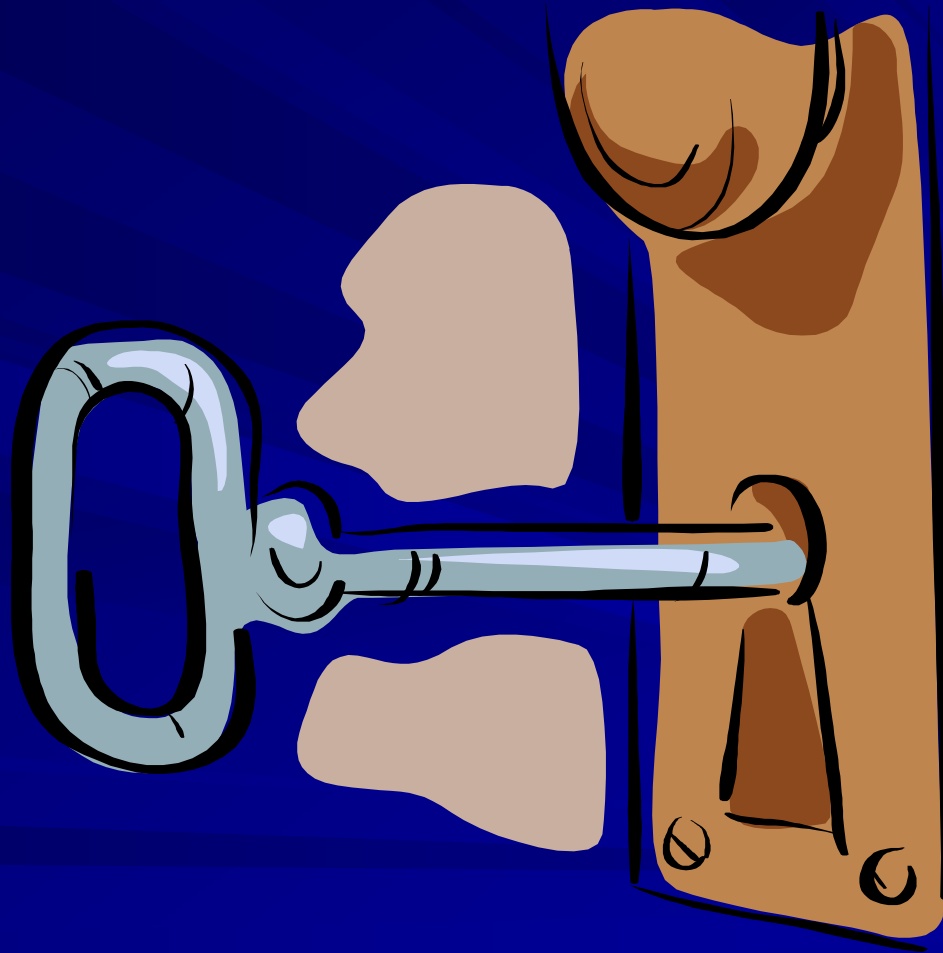
The Enforcement Approach



Reaching young men

- Hunting
- Auto races
- Cross country skiing
- College football
- Camping

Sporting Venues



Engaging people

- Fun
 - *Clickers*
- Light-hearted
 - *Polaroid pictures in traffic safety frames*
- Memorable
 - *Video public service announcements*

Messaging

- For 21 and older:

**Fans Don't Let
Fans Drive Drunk**

Messaging

■ All ages

Buckle Up
Every Trip, Every Time

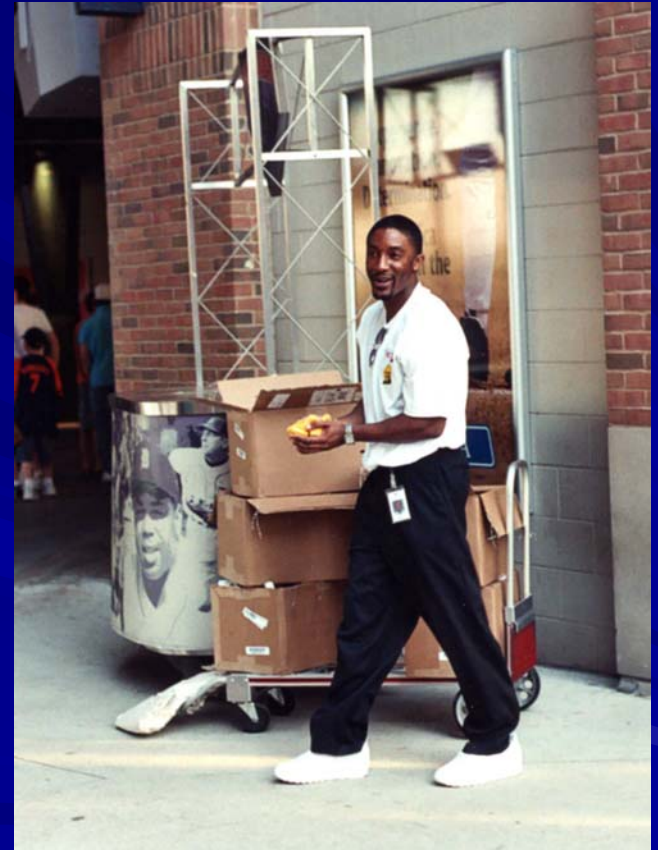
Buckle Up. Every Trip, Every Time.



RESPONSIBILITY HAS ITS REWARDS™

www.teamcoalition.org

Comerica Park



MLB's FanFest



GFS 400 at MIS





99 Carl Edwards





Teaming up with AAA Michigan





The NFL Experience



Results

- Comerica Park –
- FanFest –
- MIS –
- NFL Experience –

Special Thanks To

- **Nikki Klemmer, OHSP**
- **Lynn Sutfin, OHSP**
- **Jill Pepper, TEAM**
- **Judy Diethelm, Blu Moon**
- **Erin Meluso, RADD**
- **Louie del Rio, NHTSA**